

# VERONIKA ALEXANDER

## FOOD AND BEVERAGE DEVELOPMENT

Restaurant Consultant/Business Development/Marketing and Branding  
Professional with passion for details, quality and 15+ years of experience.

## EXPERIENCE

### VOV Group, LLC, Arizona, USA — *Restaurant Consultant*

March 2020 to Present

A-Z Project Development. Location scoping. Meeting plan deadlines, overseeing and handling project progression. Branding and marketing. Establishing concepts and execution along with competing design and astonishing new trend experience creation. Menu and kitchen concept creation. Maintain high standards of food quality and presentation. Drink manu/recipe development. Staffing, training, customer service standard implementation. Perfecting a workflow for smooth operating.

### Tasselli Cashmere, LLC, Arizona, USA -*Brand Representative*

May 2020 to Present

Responsible for leading and developing a new brand venturing into the US market from Italy. In charge of day to day operations, marketing, branding, web design and new customer leads.

### SSP America, Arizona, USA — *Bar Manager*

December 2017- March 2020

Responsible for day to day bar management. Staff hiring, scheduling and training. Creating marketing for bar events and specials. Inventory orders and developing new recipes.

### Cohen Family Law, LLC, Arizona, USA — *Paralegal*

January 2014 to December 2017

Work closely with the leading attorney on cases, prepare documentation needed for court appearances. Document drafting and filing under strict deadlines. Meetings with clients and opposing parties and counsel.

### Fork and Dagger, Arizona, USA — *Restaurant Manager*

October 2011 to February 2014

Inventory orders, receiving deliveries. Managing cash flow and bank accounts. Staffing, training and scheduling. In charge of creating and running large holiday events and special events. Structured and curated the social media channels of the venue delivering a new look and feel.

Europe:

2009 September - 2010 June "Market Wave" Import Sales Manager

2008 February - 2009 February "Cili Pizza" Restaurant Manager

2007 June - October Hotel „Elizabeth's" Manager/Night Audit

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## SKILLS

- ❖ Consulting Restaurant opening and development.
- ❖ Hotel Rating/Customer Service quality evaluation and updating.
- ❖ Extensive experience in Quality Checks/Secret Shopping.
- ❖ Overseeing all F&B operations, conduction safety & hygiene audits
- ❖ Employee hiring, training and/or retraining.
- ❖ Striving for high quality customer service.
- ❖ Work great in fast pace, high volume space
- ❖ Highly organized and punctual.
- ❖ Creative with ability to create new trends and revive classics.
- ❖ Respected as a leader and effective group setting.

## LANGUAGES

English, Russian, German, Latvian, Ukrainian, some Spanish

## EDUCATION

Bachelor's Degree from University of Latvia

